



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Madison, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Midland Crowd	9.8%	Population		313,655	341,816
Prosperous Empty Nesters	8.3%	Households		127,551	140,318
Boomburbs	7.4%	Families		86,286	93,866
Southern Satellites	5.5%	Median Age		37.4	38.2
Up and Coming Families	5.5%	Median Household Income		\$53,104	\$58,620

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	77	\$2,066.77	\$263,617,966
Men's	78	\$384.43	\$49,034,208
Women's	73	\$689.06	\$87,890,713
Children's	87	\$359.79	\$45,891,919
Footwear	63	\$302.11	\$38,534,759
Watches & Jewelry	93	\$206.80	\$26,377,611
Apparel Products and Services ¹	99	\$124.57	\$15,888,756
Computer			
Computers and Hardware for Home Use	91	\$191.11	\$24,375,864
Software and Accessories for Home Use	91	\$26.37	\$3,362,883
Entertainment & Recreation	91	\$3,397.23	\$433,319,931
Fees and Admissions	91	\$564.54	\$72,007,306
Membership Fees for Clubs ²	93	\$154.10	\$19,656,139
Fees for Participant Sports, excl. Trips	92	\$104.87	\$13,376,765
Admission to Movie/Theatre/Opera/Ballet	90	\$134.20	\$17,117,337
Admission to Sporting Events, excl. Trips	91	\$55.59	\$7,090,145
Fees for Recreational Lessons	90	\$115.29	\$14,705,647
Dating Services	81	\$0.48	\$61,273
TV/Video/Sound Equipment	91	\$1,310.30	\$167,130,267
Community Antenna or Cable TV	92	\$676.41	\$86,277,190
Televisions	91	\$268.00	\$34,183,270
VCRs, Video Cameras, and DVD Players	92	\$30.67	\$3,911,658
Video Cassettes and DVDs	91	\$59.85	\$7,634,140
Video Game Hardware and Software	92	\$32.91	\$4,197,734
Satellite Dishes	87	\$0.97	\$124,213
Rental of Video Cassettes and DVDs	93	\$47.15	\$6,013,624
Streaming/Downloaded Video	93	\$0.75	\$95,247
Sound Equipment ³	89	\$188.29	\$24,017,135
Rental and Repair of TV/Radio/Sound Equipment	91	\$5.30	\$676,056
Pets	97	\$426.98	\$54,461,449
Toys and Games	93	\$139.29	\$17,767,017
Recreational Vehicles and Fees ⁴	92	\$404.21	\$51,557,937
Sports/Recreation/Exercise Equipment ⁵	83	\$178.42	\$22,757,162
Photo Equipment and Supplies ⁶	91	\$116.35	\$14,840,835
Reading ⁷	89	\$257.14	\$32,797,958
Food	91	\$7,544.69	\$962,332,686
Food at Home	90	\$4,411.58	\$562,700,952
Bakery and Cereal Products	90	\$609.13	\$77,694,794
Meat, Poultry, Fish, and Eggs	90	\$1,102.29	\$140,597,826
Dairy Products	90	\$500.96	\$63,898,260
Fruit and Vegetables	89	\$739.57	\$94,332,688
Snacks and Other Food at Home ⁸	91	\$1,459.63	\$186,177,384
Food Away from Home	91	\$3,133.11	\$399,631,734
Alcoholic Beverages	90	\$538.71	\$68,713,329
Nonalcoholic Beverages at Home	91	\$401.65	\$51,230,419



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	93	\$940.93	\$120,016,976
Vehicle Loans	94	\$5,443.50	\$694,324,357
Health			
Nonprescription Drugs	91	\$103.79	\$13,238,606
Prescription Drugs	92	\$522.83	\$66,688,090
Eyeglasses and Contact Lenses	91	\$70.14	\$8,946,659
Home			
Mortgage Payment and Basics ⁹	92	\$8,391.32	\$1,070,320,794
Maintenance and Remodeling Services	88	\$1,828.71	\$233,253,410
Maintenance and Remodeling Materials ¹⁰	90	\$373.46	\$47,635,069
Utilities, Fuel, and Public Services	92	\$4,201.05	\$535,848,038
Household Furnishings and Equipment			
Household Textiles ¹¹	91	\$127.15	\$16,218,060
Furniture	93	\$609.39	\$77,727,943
Floor Coverings	92	\$88.86	\$11,334,462
Major Appliances ¹²	90	\$271.56	\$34,637,750
Housewares ¹³	86	\$81.42	\$10,385,239
Small Appliances	89	\$31.30	\$3,992,347
Luggage	92	\$9.18	\$1,171,264
Telephones and Accessories	75	\$32.62	\$4,160,431
Household Operations			
Child Care	97	\$397.65	\$50,720,183
Lawn and Garden ¹⁴	92	\$388.92	\$49,606,838
Moving/Storage/Freight Express	88	\$46.31	\$5,906,262
Housekeeping Supplies ¹⁵	91	\$700.11	\$89,299,481
Insurance			
Owners and Renters Insurance	94	\$459.91	\$58,661,930
Vehicle Insurance	91	\$1,279.34	\$163,181,520
Life/Other Insurance	93	\$535.86	\$68,349,052
Health Insurance	91	\$1,849.58	\$235,915,779
Personal Care Products ¹⁶	91	\$395.73	\$50,476,290
School Books and Supplies ¹⁷	92	\$109.08	\$13,913,856
Smoking Products	92	\$416.50	\$53,124,558
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	91	\$4,721.75	\$602,263,307
Gasoline and Motor Oil	92	\$2,322.09	\$296,184,405
Vehicle Maintenance and Repairs	91	\$898.39	\$114,590,937
Travel			
Airline Fares	88	\$369.06	\$47,073,423
Lodging on Trips	90	\$382.63	\$48,804,561
Auto/Truck/Van Rental on Trips	90	\$34.99	\$4,463,199
Food and Drink on Trips	90	\$423.36	\$53,999,382

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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- ¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- ²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- ³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- ⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- ⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- ⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- ⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- ⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- ⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- ¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- ¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- ¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- ¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- ¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.